

DECLARATION AND POWER OF ATTORNEY

Attorney's Docket No. 03628-0400



As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name. I believe I am the first and joint inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled: **Methods and Systems for Occasion Based Marketing**, the specification of which:

☐ is attached hereto.

☒ was filed on April 21, 1999 as Application No. 09/296120.

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above. I do not know and do not believe that the same was ever known or used by others in the United States of America before my or our invention thereof, or patented or described in any printed publication in any country before my or our invention thereof or more than one year prior to the date of this application. I further state that the invention was not in public use or on sale in the United States of America more than one year prior to the date of this application. *I understand that I have a duty of candor and good faith toward the Patent and Trademark Office*, and I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, §1.56.

I hereby claim foreign priority benefits under Title 35, United States Code, §119 (a)-(d) of the foreign application(s) for patent or inventor's certificate listed below, and have also identified below any foreign application for patent or inventor's certificate disclosing subject matter in common with the above-identified specification and having a filing date before that of the application on which priority is claimed:

<u>Application No.</u>	<u>Country</u>	<u>Filing Date</u>	<u>Priority Claimed Under 35 USC §119</u>
			Yes _____ No _____

I hereby claim the benefit under Title 35, United States Code, § 119(e) of any United States provisional application(s) listed below:

<u>(Application No.)</u>	<u>(Filing Date)</u>	<u>(Application No.)</u>	<u>(Filing Date)</u>
--------------------------	----------------------	--------------------------	----------------------

I hereby claim the benefit under Title 35, United States Code, §120 of any United States application(s) listed below and, insofar as the subject matter disclosed and claimed in the present application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code §112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, §1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application:

<u>Application Serial No.</u>	<u>Filing Date</u>	<u>Status: patented, pending, abandoned</u>
-------------------------------	--------------------	---

I further declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statement were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patents issuing thereon.

POWER OF ATTORNEY: The following attorneys are hereby appointed to prosecute this application and transact all business in the Patent and Trademark Office connected therewith: Anthony B. Askew - 24,154; Roger T. Frost - 22,176; Jeffrey E. Young - 28,490; Robert E. Richards - 29,105; John R. Harris - 30,388; Stephen M. Schaetzel - 31,418; Larry A. Roberts - 31,871; Thomas A. Hodge - 22,602; Gregory T. Gronholm - 32,415; Dale Lischer - 28,438; Peter G. Pappas - 33,205; James Dean Johnson - 31,771; W. Scott Petty - 35,645; Daniel J. Warren - 34,272; Leona G. Young - 37,266; Jamie L. Greene - 32,467; Holmes J. Hawkins III - 38,913; Mary Anthony Merchant - 39,771; Michael J. Mehrman - 40,086; William L. Warren - 36,714; Brenda M. Ozaki - 40,339; James D. Withers - 40,376; M. Todd Mitchem - 40,731; Kimberly J. Prior - 41,483; William B. Lafferty - 39,259; Theodore M. Green - 41,801; Christopher J. Leonard - 41,940; John E. Whitaker - 42,222; Christos S. Kyriakou - 42,776; John K. McDonald - 42,860; Michael S. Pavento - 42,985; Suzanne Seavello Shope - 37,933 of Jones & Askew, LLP. Dennis W. Braswell - 35,831; Eduardo M. Carreras - 28,197; Frank A. Landgraff - 36,853; Robert A. Lester - 24,004; Thomas C. McThenia, Jr. - 40,722 of The Coca-Cola Company, P.O. Drawer 1734, Atlanta, GA 30301.

Send correspondence to: **JONES & ASKEW, LLP**
3400 Monarch Tower
3424 Peachtree Rd., N.E.
Atlanta, GA 30326

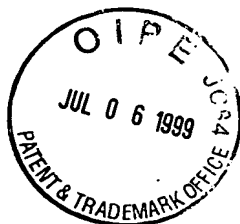
Direct telephone calls at (404) 949-2400

Daniel J. Warren

Full name of first inventor: Thomas J. Reddin	Citizenship: USA
Inventor's signature: <i>Thomas J. Reddin</i>	Date: 6/02/99
Residence and Post Office Address: 837 Brookhaven Springs Ct., Atlanta GA 30342	

☒ Additional inventors are being named on separately numbered sheets attached hereto.

Attorney Docket No.: 03628-0400
Title: Occasion Based Marketing
Page 2



Full name of first inventor: Glenda M. Behrle	Citizenship: USA
Inventor's signature <i>Glenda M. Behrle</i>	Date: 5/5/99
Residence and Post Office Address: 16827 White Rock Court, St. Louis MO 63131	

Full name of first inventor: Robert J. Gfeller	Citizenship: USA
Inventor's signature <i>Robert J. Gfeller</i>	Date: 8/29/99
Residence and Post Office Address: 105 Garden Walk, Roswell GA 30035	

Full name of first inventor: Laurel M. Kimbrough	Citizenship: USA
Inventor's signature <i>Laurel M. Kimbrough</i>	Date: 6/23/99
Residence and Post Office Address: 30 South Prado, Atlanta GA 30309	

Full name of first inventor: Rodney D. Tabert	Citizenship: USA
Inventor's signature <i>Rodney D. Tabert</i>	Date: 6/23/99
Residence and Post Office Address: 810 Devenish Lane, Roswell GA 30075	

Full name of first inventor: Thomas C. McThenia, Jr.	Citizenship: USA
Inventor's signature <i>Thomas C. McThenia, Jr.</i>	Date: 6/16/99
Residence and Post Office Address: 4592 Outer Banks Drive, Norcross GA 30092	

Full name of first inventor: Daniel J. Warren	Citizenship: USA
Inventor's signature <i>Daniel J. Warren</i>	Date: 6/30/99
Residence and Post Office Address: 6155 Weatherly Drive, N.W., Atlanta GA 30328	